

The listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently amended) A network for coordinating the distribution of products from a plurality of product manufacturers to consumers wherein each of said manufacturers is an entity having at least one distribution channel that involves a retail establishment, comprising a server comprising

a graphical consumer interface accessible by consumers over the internet configured to display product information to consumers for products from said plurality of manufacturers and to receive product orders from consumers directly to any of said plurality of product manufacturers;

a product distribution coordinator configured to receive from a given product manufacturer a selection of a fulfillment policy, wherein said fulfillment policies are selected from:

i) not accepting a consumer product order by any retailer or by said given product manufacturer;

ii) fulfilling a consumer product order by said given product manufacturer;

iii) fulfilling a consumer product order by a particular retailer identified by said given product manufacturer based on the particular product ordered; and

iv) fulfilling a consumer product order by placing the order to a product order list accessible by said given product manufacturer and by one or more retailers identified by said given product manufacturer; and

an order flow controller configured to selectively route said consumer product orders for one or more products of a given product manufacturer ~~among said plurality of product manufacturers from said graphical interface to said given product manufacturer or to one or more retailers identified by said given product manufacturer~~ in accordance with the fulfillment policies selected by said given product manufacturer such that:[]:]

if the wherein said fulfillment policy policies are selected from is:

i) not accepting a ~~customer~~ consumer product order by any retailer or by said

given product manufacturer, the interface indicates product unavailability;

ii) fulfilling a ~~customer~~ consumer product order by said given product manufacturer, the controller routes consumer product orders to said given product manufacturer for fulfillment;

iii) fulfilling a consumer product order by a particular retailer identified by said given product manufacturer based on the particular product ordered, the controller routes consumer orders for the particular product to the particular identified retailer for fulfillment; and

iiiv) fulfilling a ~~customer~~ consumer product order by ~~routing~~ placing the ~~customer~~ consumer product order to a product order list accessible by said given product manufacturer and/or by one or more retailers identified by said given product manufacturer ~~for fulfillment by any of said retailers or by said given product manufacturer, the controller routes the consumer product order to a back room manager that posts the consumer product order on the product order list from which manufacturers and retailers select an order to be fulfilled by that manufacturer or retailer.~~

2. Canceled.

3. Canceled.

4. Canceled.

5. (Currently amended)      The network of claim [[4]]1, further comprising the [[a]] back room manager ~~configured to remove~~ removing product orders from the product order list upon receipt of a fulfillment acceptance indication from a retailer or product manufacturer.

6. Canceled.

7. (Currently amended)      The network of claim [[6]]1, wherein the back room

manager is configured to enable the given product manufacturer to fulfill selected product orders identified on the product order list only after a preselected period of time has passed since the product order was received.

8. (Previously presented) The network of claim 1 wherein the consumer interface is configured to display price and availability information for the products of each of the product manufacturers organized by product category.

9. (Previously presented) The network of claim 8, further comprising a search engine configured to enable a consumer to search through the products of a given category by product manufacturer, by product type, by product feature, or by a combination of two or more of these identifiers.

10. (Previously presented) The network of claim 1 wherein the consumer interface is configured to enable a consumer to display selected product representations in a separate scratch pad window.

11. (Previously presented) The network of claim 10, wherein the consumer interface is configured to enable a consumer to remove product representations from the scratch pad window.

12. (Currently amended) The network of claim 10, wherein the consumer interface is configured to enable a consumer to drag a selected product representation from a product previews window to the scratch pad window[.].

13. (Previously presented) The network of claim 12, wherein the consumer interface is configured to enable a consumer to initiate a product order from the scratch pad window or from the product preview window, or from both windows.

14. (Previously presented) The network of claim 1 further comprising a price filter configured to transmit product price information and product availability

information to the consumer interface.

15. (Previously presented) The network of claim 14, wherein the price filter is configured to transmit product manufacturer specified product prices.

16. (Previously presented) The network of claim 15, wherein the price filter is configured to transmit retailer specified product prices during certain product manufacturer selected periods of time.

17. (Previously presented) The network of claim 16, wherein the price filter is configured to transmit only a selected number of the lowest retailer specified product prices.

18. (Previously presented) The network of claim 1 further comprising an escrow account manager configured to retain consumer payments for a period of time selected by said given product manufacturer and to distribute retained funds.

19. (Previously presented) The network of claim 18, wherein the escrow account manager is configured to distribute retained funds to an entity that shipped a product to a consumer.

20. (Previously presented) The network of claim 18, wherein the escrow account manager is configured to distribute funds retained for a given product order to a product manufacturer that fulfilled the given product order, one or more retailers identified by that product manufacturer, or to a combination of product manufacturer and one or more of said retailers.

21. (Currently amended) A method for coordinating the distribution of products from a plurality of product manufacturers, wherein each of said product manufacturers is an entity having at least one distribution channel that involves a retail establishment, to consumers from a network comprising a server comprising a graphical

consumer interface accessible over the internet, comprising:

providing access to said graphical consumer interface by consumers over the internet, said interface configured to display product information to consumers for products from said plurality of product manufacturers and configured to receive consumer product orders directly from consumers to any of said product manufacturers on behalf of a plurality of product manufacturers;

receiving at said graphical consumer interface consumer product orders over the internet for products of one or more of the plurality of product manufacturers from consumers to any of said product manufacturers;

receiving by a product distribution coordinator a selection of a fulfillment policy from a given product manufacturer, wherein said fulfillment policies are selected from;

- i) not accepting a consumer product order retailer or by said given product manufacturer;
- ii) fulfilling a consumer product order by said given product manufacturer;
- iii) fulfilling a consumer product order by a particular retailer identified by said given product manufacturer based on the particular product ordered; and
- iv) fulfilling a consumer product order by placing the order to a product order list accessible by said given product manufacturer and by one or more retailers identified by said given product manufacturer; and

selectively routing ~~customer~~ consumer product orders for one or more products of a given product manufacturer ~~among said plurality of product manufacturers from said graphical interface over the internet to said given product manufacturer or to one or more retailers identified by said given product manufacturer~~ in accordance with the fulfillment policies selected by said given product manufacturer such that

if the wherein said fulfillment policy policies are selected from is:

- i) not accepting a ~~customer~~ consumer product order by any retailer or by said given product manufacturer the interface indicates product unavailability;
- ii) fulfilling a ~~customer~~ consumer product order by said given product manufacturer, the controller routes consumer products orders to said given product manufacturer for fulfillment;
- iii) fulfilling a consumer product order by a particular retailer identified by said

given product manufacturer based on the particular product ordered, the controller routes consumer orders for the particular product to the particular identified retailer for fulfillment; and

iviii) fulfilling a ~~customer~~ consumer product order by ~~routing~~ placing the customer consumer product order to a product order list accessible by said given product manufacturer and/or by one or more retailers identified by said given product manufacturer for fulfillment by any of said retailers or by said given product manufacturer, the controller routes the consumer product order to a back room manager that posts the consumer product order on the product order list from which manufacturers and retailers select an order to be fulfilled by that manufacturer or retailer.

22. Canceled.

23. Canceled.

24. Canceled.

25. (Currently amended) The method of claim ~~24~~21, further comprising removing product orders from the product order list upon receipt of a fulfillment acceptance indication from a retailer or said given product manufacturer.

26. Canceled.

27. (Currently amended) The method of claim 25, further comprising enabling said given ~~supplier~~ product manufacturer to fulfill product orders selected by said given product manufacturer identified on the product order list only after a preselected period of time has passed since the product order was received.

28. (Previously presented) The method of claim 21 wherein price and availability information for the products of each of said product manufacturers are organized by product category.

29. (Previously presented) The method of claim 28, further comprising enabling a consumer to search through the products of a given category by product manufacturer, by product type, by product feature, or by a combination of two or more of these identifiers.

30. (Previously presented) The method of claim 21 further comprising enabling a consumer to display selected product representations in a separate scratch pad window.

31. (Original) The method of claim 30, further comprising enabling a consumer to remove product representations from the scratch pad window.

32. (Original) The method of claim 30, further comprising enabling a consumer to drag a selected product representation from a product previews window to the scratch pad window.

33. (Original) The method of claim 32, further comprising enabling a consumer to initiate a product order from the scratch pad window or from the product preview window, or from both windows.

34. (Previously presented) The method of claim 21 further comprising transmitting product price information and product availability information to the consumer interface.

35. (Previously presented) The method of claim 34, wherein product manufacturer specified product prices are transmitted.

36. (Previously presented) The method of claim 35, wherein retailer specified product prices are transmitted during certain product manufacturer selected periods of time.

37. (Original)            The method of claim 36, wherein only a selected number of the lowest retailer specified product prices are transmitted.

38. (Previously presented)    The method of claim 21 further comprising retaining consumer payments for a period of time selected by said given product manufacturer and to distribute retained funds.

39. (Original)            The method of claim 38, further comprising distributing retained funds to an entity that shipped a product to a consumer.

40. (Previously presented)    The method of claim 38, further comprising distributing funds retained for a given product order to a product manufacturer that fulfilled the given product order, one or more retailers identified by that product manufacturer, or to a combination of product manufacturer and one or more of said retailers.

41-47. Cancelled.